

2023 NYS CANNABIS *Holiday* EXPO, CONFERENCE & CAREER FAIR

AN IMPRINT UNIVERSE EVENT



Sunday, December 10, 2023

NEW YORK STATE
THE PEOPLE'S CHOICE
Holiday
CANNABIS CUP 


EMPIRE STATE PLAZA
CONVENTION CENTER

www.nyscannabis.net



WELCOME ADDRESS
MAYOR KATHY SHEEHAN
CITY OF ALBANY, NY



FEATURED SPEAKER
RAYMON REYES
HAPPY MUNKEY
CO-FOUNDER & CCO



OFFICIAL MEDIA SPONSOR



CONFERENCE PARTNERS

Cannabis Workforce Initiative

A Collaboration Between Cornell ILR & WDI

FEATURED BOOTH
& SPEAKER



PRE-CONFERENCE MEET & GREET
OFFICIAL HOTEL SPONSOR

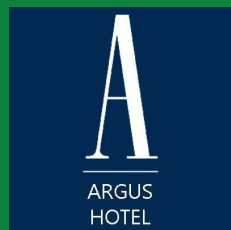


PROPOSED 2023 SCHEDULE

 Free  Paid

Saturday

-  Early Check in
-  Pre-Conference Meet & Greet



Sunday

-  **The People's Choice Holiday Cannabis Cup** Featuring NYS Cannabis Brands
-  **Holiday Gift Expo** – Apparel, Accessories & More!
-  **Conference Workshops** – Theme: Benefits of Cannabis for You & Me
-  **Career Fair** - Educational & Vocational Programs & Businesses Hiring
-  **Swap Meet/Home Growers Showcase** (BYOB)



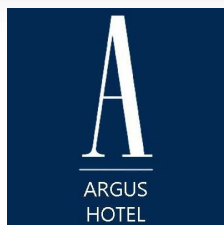
Sharing Diverse Resources

The events will provide impactful knowledge and networking opportunities to diverse community members that are interested in entering the cannabis industry.

Including Community Stakeholders



The expo gives ample space for regional stakeholders to meet with community stakeholders to directly share critical information.



Official Hotel Sponsor

<https://www.theargushotel.com>
Use Discount Code: **NYSC**



Ways to Participate

Be A Speaker

Cannabis Cup

Get A Booth

Be A Sponsor

Be A Artist

Calling Together Community Partners

NYS Cannabis welcomes representatives from cannabis industry business, workforce development, trade, and advocacy organizations to share your knowledge and resources with the event's diverse attendees.

Data Tracking

At the registration table we will survey all attendees about their Social Equity Status. We can provide these anonymous statistics to all Sponsors.

Reporting the Status of the Market

Part of our goal is to develop a coalition to analyze and report on the condition of the market from a social equity perspective.

Be A Speaker

Lend Your Expertise to the
Larger Conversation

Speaker Benefits

- Put Your Expertise on Display at One of NY's Top Cannabis Events
- Opportunities to Reach Local Markets Throughout NYS
- Website Listing w/ Social Media Links
- Inclusion in Press Release
- Complimentary All Access Passes
- FREE Parking Pass
- Access to Executive Lounge Day of Event

APPLY ONLINE

Something New This Year!



NEW YORK STATE
THE PEOPLE'S CHOICE
Holiday
CANNABIS CUP 

Looking for NY's Best
We Do It For
the People!

Looking For NY's Best.

The People's Choice Holiday Cannabis Cup is a festive and inclusive event that celebrates the best in cannabis products and the vibrant cannabis community. Held during the holiday season, this unique competition a mix of expert judges and the public to vote for their favorite New York Grown Cannabis Strains.

- Best in Show Prize = Trophy & Cash Prize
- 1st, 2nd & 3rd Place Categories = Certificates

All Winners will receive State Wide Press Releases Announcing their accomplishments.

BE A
COMPETITOR



Get A Booth

At Upstate NY's Premiere Cannabis Gift Expo

Booth Benefits

- Website Listing
- Social Media Post Announcing your Participation
- Speaking Opportunities for your Staff, Membership or Associates at Conference Workshops and Panels
- Complimentary Access to Pre-Conference Meet
- FREE Parking Pass
- Access to Executive Lounge Day of Event
- Live Recognition by Event Host
- Insurance is included in price

FREE CAREER
FAIR BOOTH

GET A
BOOTH

\$250 = Information Only
\$150 Early Bird Special

- \$250 = Information Only (10'x10') Located in Holiday Expo Section
- For information distribution only. NO SALES ALLOWED.
 - 1 Table, 2 Chairs
 - 2 Complimentary All Access Passes
 - Listed in Program Journal

\$500 = Standard
\$250 Early Bird Special

- \$500 = Standard (10'x10') Located in Holiday Expo Section
- 1 Table, 2 Chairs
 - 2 Complimentary All Access Passes
 - Listed in Program Journal

\$200 = Career Fair
FREE FOR SOME*

**CHECK WEBSITE FOR
ELIGIBILITY REQUIREMENTS**

- \$200 = Career Fair (10'x10') Located in Career Fair Section
- 2 Tables, 2 Chairs
 - 4 Complimentary All Access Passes
 - Listed in Program Journal with Contact Information
 - Discount Coupon Code to be given to your Students & Staff

\$650 = Premium
\$500 Early Bird Special

- \$650 = Premium (10'x10') includes Premium Location
- 2 Tables, 2 Chairs
 - 4 Complimentary All Access Passes
 - Listed in Program Journal w. Contact Information

\$1,000 = Corporate

- \$1,000 = Corporate Lounge (10'x20') includes Premium Placement
- 2 Tables, 4 Chairs
 - 8 Complimentary All Access Passes
 - Full-Page Journal Ad

Get A Booth Booth Levels

Booth Benefits



- Website Listing
- Social Media Post Announcing your Participation
- Speaking Opportunities for your Staff, Membership or Associates at Conference Workshops and Panels
- Complimentary Access to Pre-Conference Meet
- FREE Parking Pass
- Access to Executive Lounge Day of Event
- Live Recognition by Event Host
- Insurance is included in price

Be A Sponsor

Increase Brand Awareness & Your Bottom Line

Sponsor Benefits

- Press Release Announcing Your Participation
- All-Access Event Passes
- Speaking Opportunities
- Live Recognition by Event Hosts
- Booth Space
- FREE Parking Pass
- Access to Executive Lounge Day of Event
- Gift Bag Insert (Sponsor Supplied)
- Logo/Listing on Website
- Email Blast & Social Media Highlights
- Contact List of Attendees
- Anonymous Attendee Social Equity Statistics



BE A
SPONSOR

Be A Sponsor

Sponsorship Levels



Title Sponsor (Exclusive)
\$30,000

The People's Choice Holiday Cannabis Cup Title Sponsor
\$20,000

CHOOSE ONE:

Gold Sponsors
\$10,000

1.
Holiday Gift Expo
(FREE to the Public)
If Sponsored this 20 Vendors
would Receive FREE Booths

2.
Cannabis Career Fair
(FREE to the Public)
If Sponsored this Event
would be FREE to the Public

3.
Conference
If Sponsored this Event
would be FREE to the Public

CHOOSE ONE:

Silver Sponsors
\$5,000

1.
Pre-Conference
Meet @ Greet
(FREE to the Public)



2.
The People's Choice
Holiday Cannabis Cup
General Sponsor

Top Sponsorships

	Title Sponsorship \$30k	Cannabis Cup Title Sponsorship \$20k
• Top Sponsor Billing in Media Promotions (Radio, Online Videos, etc.)	*	*
• Corporate Booth	*	*
• Event Activation	*	*
• Logo on Promotional Printed Materials		
• Postcards/Handouts	*	*
• Posters	*	*
• Branded Conference Materials		
• Attendee Badges	*	
• Conference Gift Bags	*	
• Conference Note Pads	*	
• Conference Lanyards	*	
• Logo on Event Signage		
• Conference Stage Banners	*	*
• Step & Repeat Backdrop	*	*
• Retractable Banner Stand	*	*
• Digital Signage	*	*
• Premium Placed Full-Page Journal Ad	*	*

All Sponsorships Receive:

- Press Release Announcing Your Participation
- All-Access Event Passes
- Speaking Opportunities
- Live Recognition by Event Hosts
- Booth Space
- FREE Parking Pass
- Access to Executive Lounge Day of Event
- Gift Bag Insert (Sponsor Supplied)
- Logo/Listing on Website
- Email Blast & Social Media Highlights
- Contact List of Attendees
- Anonymous Attendee Social Equity Statistics

Other Sponsorships

Gold Sponsors \$10k

- CHOOSE ONE:
 1. HOLIDAY EXPO
 2. CAREER FAIR
 3. CONFERENCE
 4. CANNABIS CUP

Silver Sponsors \$5k

- CHOOSE ONE:
 1. MEET & GREET

	Gold Sponsors \$10k	Silver Sponsors \$5k
• Premium Booth	*	*
• Event Activation	*	
• Logo on Promotional Printed Materials		
• Postcards/Handouts	*	*
• Posters	*	*
• Branded Conference Materials		
• Conference Note Pads	*	*
• Logo on Event Signage		
• Conference Stage Banners	*	*
• Step & Repeat Backdrop	*	*
• Retractable Banner Stand	*	
• Digital Signage	*	
• Premium Placed Full-Page Journal Ad	*	*

All Sponsorships Receive:

- Press Release Announcing Your Participation
- All-Access Event Passes
- Speaking Opportunities
- Live Recognition by Event Hosts
- Booth Space
- FREE Parking Pass
- Access to Executive Lounge Day of Event
- Gift Bag Insert (Sponsor Supplied)
- Logo/Listing on Website
- Email Blast & Social Media Highlights
- Contact List of Attendees
- Anonymous Attendee Social Equity Statistics

\$500 = Full-Page Cover Ad
Limited Supply*

Full-Color – 5.5"x8.5"- No Bleed – .25" Margin

\$250 = Full-Page Ad

Black & White – 5.5"x8.5"- No Bleed – .25" Margin

\$150 = Half-Page Ad

Black & White– 5.5"x4.25"- No Bleed – .25" Margin

\$75 = Business Card Size Ad

Black & White – 3.5"x2" - No Bleed – .25" Margin

GET A
JOURNAL AD

JOURNAL SIZE 5.5"x8.5":

Get A Journal Ad It's Worth It!

Booth Benefits



- Website Listing
- Complimentary Access to Pre-Conference Meet
- FREE Parking Pass
- Access to Executive Lounge Day of Event
- Live Recognition by Event Host

Be A Artist

Be Apart of the Culture
and the Movement!

Be Apart of the Culture and the Movement!

This year NYS Cannabis would like to give opportunities for NYS Artists to bring more cultural content to the event. If you are a NYS Artist interested in presenting at our event on December 10, please fill out this form and someone will contact to shortly.

APPLY AS
AN ARTIST

Something New This Year!



Introducing The Swap Meet/ Home Growers Showcase



What's This?

Come share your favorite strains and home grow experience with others just like you.

People 21 or older are allowed to possess up to 3 ounces of cannabis flower and 24 grams of cannabis concentrate (like edibles or oil). – NYS OCM KNOW YOUR RIGHTS

- Bring Your Own Bud Samples
- Trade Growing Tips & Tricks with Other Home Grow Enthusiasts
- NO SALES ALLOWED!

Build On Foundation Of Past Success

Our 2nd Conference Was A Success!
October 30, 2022
Albany Capital Center



2022 News Coverage



10+

Colleges, Universities, Vocational Programs and New York State Business offering various educational and career opportunities.

30+

Experts, commercial vendors and representatives of cannabis industry organizations shared their knowledge with community members.

1,000+

The event was attended by a diverse audience from nearby neighborhoods and across the Capital Region.

The 2022 NYS Cannabis Expo, Conference &

Career Fair brought together many facets of the newly established NYS Adult Recreational Marijuana Industry. The event offered scholarship opportunities to help as many people as possible enter and grow in this new and exciting industry.



Government Agencies

NYS Office of Cannabis Management

NYS Department of Labor's Cannabis Employment, Education and Development (CEED)

NYS Workers Compensation Board



Career Fair

Cannabis Workforce Initiative
Syracuse University

Albany Law School
SUNY Morrisville

Columbia-Greene Community College

Finger Lakes Community College
SUNY Potsdam

Fulton-Montgomery Community College

SUNY Schenectady County Community College

SUNY Adirondack

Curaleaf

LIM College

SUNY Cobleskill

SUNY Cobleskill

Cleveland School of Cannabis



Vendors

Catskill Hemp Co

The New Grow Center LLC

Jenny's Cannabis Made Right

Bankers Life and Casualty Company

Tierra Farm

Restaurant Navona

Basom Bud Barn

Cerebral 33

CannaCall Solutions

Deep Sea Cosmetics

The Vault Selfie Museum

Syracuse Hemporium LLC

Glenna's CBD

Farm Bug

Grow Collective

CannaCall

Bowers & Company CPAs LLC

East Coast Cannabis Insurance

Chronic Cannabis Company

Juniper Jill

Herb and Bud Payment Solutions, LLC

Stark Tech

The Higher Calling

Happy Place Multiverse

Ma'at Botanicals

YAMAGUCHIE

Hustle Hard Media LLC

Tammy Doucette Dream Vacations



Industry & Advocacy Groups

Cannabis Association of New York (CANY)

Hudson Valley Cannabis industry Association (HVCIA)

New York City Cannabis Industry Association (NYSCIA)

Black Cannabis Industry Association (BCIA)

Capital District Cannabis Consortium

New York NORML



2023 Invited Press



State University of New York Radio Stations

MEDIA
INQUIRIES



NYS Cannabis

New York State Cannabis
Expo, Conference & Career Fair

Contact Us

info@nyscannabis.net

PRODUCED BY

imprintUNIVERSE

Musa Zwana
Lamine Gueye
Fisiwe Zwana-Freeman
Ekong Takor

info@imprintuniverse.com

(518) 400-0984

Devon Brott

devonbrott123@gmail.com

Trichomes Consulting

Saladin Amir

saladinamir@yahoo.com

Marco Flagg

marcoflagg@trichomesconsulting.com

2023 Submission Deadlines

Print Promotions	Nov. 3
Media Promotions	Nov. 3
Website/Social Media Update	Nov. 6
Journal Ads	Dec. 3

WWW.NYSCANNABIS.NET